

ShopVerse Customer Support Handbook

Version 1.0 – Internal Document – Confidential

1. Introduction

1.1 About ShopVerse

ShopVerse Retail Pvt. Ltd. (“ShopVerse”) is a pan-India e-commerce marketplace delivering consumer products across Electronics, Fashion, Home Appliances, Lifestyle, Books, Beauty, and Grocery categories. With over 5 million monthly active users and 75,000 registered merchants, ShopVerse continues to provide secure, reliable, and fast online shopping for customers.

1.2 Purpose of This Document

This handbook provides complete customer support guidelines for:

- Responding to customer issues
- Internal escalation workflows
- Refund and replacement rules
- Payment resolution guidelines
- Shipping, delivery, and logistics communication
- Technical troubleshooting
- Account, authentication, and security practices
- Seller communication protocols

This document is intended for internal use only and may be updated periodically.

2. Customer Support Philosophy

2.1 Core Principles

Our support operations follow five pillars:

1. **Accuracy** – Provide factual and verified information.
2. **Empathy** – Understand and acknowledge customer frustration.
3. **Speed** – Prioritize fast resolutions.
4. **Transparency** – Clearly communicate timelines and limitations.
5. **Customer Safety** – Protect customer data and prevent fraud.

2.2 Tone Guidelines

Support agents and the AI support assistant must use:

- Polite and professional language
- Clear and concise sentences
- Friendly but neutral tone
- Zero slang
- No blame assignment to customers

Example acceptable tone:

“We understand how important this is for you. Let me help you with that.”

Example unacceptable tone:

“It’s your fault — you placed the wrong order.”

3. Order Management

3.1 Order Status Stages

An order in ShopVerse can be in the following states:

1. **Order Placed**
2. **Payment Confirmed**
3. **Processing**
4. **Packed**
5. **Shipped**
6. **In Transit**
7. **Out for Delivery**
8. **Delivered**
9. **Cancelled**
10. **Returned**
11. **Refunded**

3.2 Common Order-Related Queries

Query 1: “Where is my order?”

Support Guidelines:

- Ask for order ID.
- Retrieve current status.
- Provide estimated delivery date.
- Inform about any delays due to weather, courier issues, or high demand.

Response Example:

“Your order is currently *in transit* and is expected to arrive by **March 10th, 2025**. We will keep you updated on any changes.”

Query 2: "I want to cancel my order."

Cancellation Rules:

- Orders can be canceled *only before they are shipped*.
- Once shipped, cancellation is not possible; customers may refuse delivery instead.

Response Example:

"I've checked your order. It is still in the **Processing** stage, so I've initiated the cancellation request."

Query 3: "My order was cancelled automatically."

Possible Reasons:

- Payment verification failure
- Seller stock unavailability
- Logistics restrictions in delivery area
- Quality check failure at warehouse

Response Example:

"Your order was cancelled due to a stock availability issue from the seller's side. The refund will be processed automatically."

4. Delivery & Shipping Issues

4.1 Delayed Delivery

Causes:

- Weather disruption

- Logistics network congestion
- Incorrect address
- Local lockdowns
- Seller processing delay

Resolution Workflow:

1. Confirm current tracking status.
 2. Check latest courier update.
 3. Provide a revised delivery date.
 4. If delayed > 5 days, escalate to logistics team.
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4.2 Damaged Product on Delivery

Acceptable Evidence from Customer:

- Clear photos of damaged area
- Unboxing video (optional but helpful)
- Product serial number images

Resolution Standard:

- Offer replacement if product is eligible.
- If replacement unavailable, initiate refund.
- Arrange pickup of damaged product.

Example:

“We apologize for the inconvenience. I've requested a pickup of the damaged item and arranged a replacement.”

4.3 Wrong Item Delivered

Steps:

1. Ask for photos of the delivered item.
 2. Validate SKU mismatch.
 3. Arrange pickup within 2–3 days.
 4. Offer replacement or refund.
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4.4 Item Not Received but Marked Delivered

Possible Reasons:

- Courier mis-scan
- Delivered to neighbor or security guard
- Delivered at doorstep
- Wrong delivery building

Support Action:

1. Ask customer to check with neighbors/security.
2. Raise “Delivery Dispute Ticket”.
3. Courier must respond within 48 hours.

If courier fails to locate package → initiate refund.

5. Returns & Refund Policies

5.1 Return Window

Category	Return Window
Electronics	7 days
Fashion	10 days
Footwear	10 days
Home Appliances	7 days
Books	7 days
Grocery	Non-returnable
Beauty	Non-returnable unless damaged

5.2 Valid Return Reasons

- Product not working
- Wrong item received
- Size mismatch (fashion only)
- Damaged product
- Missing accessories
- Product differs from description

5.3 Invalid Return Reasons

- Changed mind
 - No longer needed
 - Price dropped after purchase
 - Used product returned
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5.4 Refund Timelines

Payment Method	Refund Time
UPI	2–4 days
Debit Card	3–7 days
Credit Card	3–7 days
Wallet	Instant
Net Banking	2–5 days
Cash on Delivery (refund to bank/UPI)	2–5 days

Note: Refund starts after product passes quality check at warehouse.

6. Payment & Billing Issues

6.1 Payment Debited but Order Not Created

Causes:

- UPI timeout
- Bank server delay
- Payment gateway glitch

Fix:

- Ask for UPI reference / transaction ID.
 - Check payment status.
 - If payment captured → create manual order or process refund.
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6.2 Double Payment Done

Resolution:

- Verify both payment entries.
 - If confirmed → initiate refund for duplicate charge.
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6.3 Promo Code Not Working

Common Reasons:

- Promo expired
 - Minimum cart value not met
 - Applicable for new users only
 - Product not eligible
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6.4 Invoice Request

Provide downloadable PDF invoice via email or account dashboard.

7. Account & Security Issues

7.1 Forgot Password

Assist customer with:

- OTP verification
 - Password reset link
 - Updating email address if needed
 - Checking account security alerts
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7.2 Account Locked

Happens after 5 incorrect login attempts.

Fix:

Unlock via OTP or KYC verification.

7.3 Suspected Fraud / Unauthorized Activity

Steps:

1. Immediately lock the account.
 2. Reset password.
 3. Validate customer identity.
 4. Review recent orders and transactions.
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8. Product & Inventory Issues

8.1 Out of Stock

Tell customer:

- Next restock date (if available)
 - Alternative recommendations
 - Notify-me option
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8.2 Price Change After Purchase

Policy:

- Prices are dynamic.
 - Refunds for price drops are *not* supported.
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8.3 Missing Accessories

Examples:

- Charger missing
- Earbuds missing
- Warranty card unavailable

Resolution:

- Provide replacement or missing-item shipment.
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9. Seller Communication Guidelines

9.1 Seller Non-Response

After 24 hrs of no response:

- Auto-reminder triggers
 - Support escalates to Seller Support Team
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9.2 Seller Quality Issues

Metrics tracked:

- Damage rate
- Mismatch rate
- Dispatch delay rate

Support must report repeated issues.

10. Technical Troubleshooting Guide

10.1 Website/App Issues

Common issues and solutions:

Issue	Solution
App not loading	Clear cache, update app
Payment not processing	Try different gateway, check internet
Add to cart not working	Refresh session, clear cookies

Address not saving

Check pincode availability

10.2 Notification Issues

- Verify notification permission
 - Check SMS/Email block status
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11. Customer Communication Templates (For AI Use)

11.1 Delay Apology

“We’re really sorry for the delay. I checked your order and it is currently in transit. A revised delivery date will be shared shortly.”

11.2 Refund Confirmation

“Your refund has been initiated and will reflect in your original payment method within 3–5 business days.”

11.3 Replacement Confirmation

“I’ve arranged a replacement for your item. Pickup for the original product will happen within 48 hours.”

12. Escalation Matrix

Level	Timeline	Responsible Team
L1	0–24 hrs	Customer Support
L2	24–48 hrs	Senior Support
L3	48+ hrs	Operations Manager
L4	Critical	Executive Desk

13. Data Privacy & Security

Key Rules:

- Never ask for full card number or CVV
 - Share OTP only to verify identity
 - Never store payment screenshots
 - Mask personal details in internal logs
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14. Final Notes

This document is foundational for training the **ShopVerse Customer Support AI Assistant**, ensuring accurate retrieval and professional responses based on internal guidelines.